

MCI WorldCom v. Illinois Bell
Docket No. 01-0412
Exhibit 2.0
Attachment "AG-A"



DATA DEVELOPMENT CORPORATION

Crafting Marketing Intelligence

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Time Interview Begins: _____ AM/PM
Time Interview Ends: _____ AM/PM
Length of Interview: _____ (12)(13)
(MINUTES)

Study #40/209
September, 2000

9/20/00

| REGION | () |
|-------------------|-----|
| Michigan..... | 1 |
| Wisconsin..... | 2 |
| Illinois..... | 3 |
| Ohio..... | 4 |
| Indiana..... | 5 |
| All other states. | 6 |

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| | |
|-------|--------|
| (-) | ID# |
| (-) | CARD # |
| (-) | JOB # |

PIC FREEZE CONSUMER PERCEPTION RESEARCH

SCREENER

(PLEASE PRINT)

I.D. #: _____

NAME: _____ TEL. #(____) _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
INTERVIEWER: _____ DATE: _____

Hi. This is _____ calling from Data Development marketing research. Tonight we are conducting a survey to collect people's opinions on household services. May I speak to (name of person from list)?

A. Do you or does anyone in your household work for any of the following types of companies? (**READ AND ROTATE**)

- * local or long distance company
- financial services company
- * marketing company or department
- * advertising company or department
- cable TV company

(TERMINATE AND TALLY ALL WHO SAY YES TO *ED OPTIONS)

B. MCI Worldcom is sponsoring this survey to understand consumer opinions and perceptions of certain service procedures. You have been randomly selected from a list of consumers who recently agreed to sign-up for one or more telephone services with MCI Worldcom.

In the past month, have you or has someone in your household agreed to sign-up for one or more telephone services with MCI Worldcom?

()

- 1 Yes (**CONTINUE**)
2 No (**TERMINATE AND TALLY**)

C. Which of the following services were you intending to move to MCI Worldcom? (**READ LIST**)

| | Yes | No |
|----------------------------------------|-----|----|
| a. Local Telephone service | 1 | 2 |
| b. Local Toll or Regional Toll Service | 1 | 2 |
| c. Long Distance Service | 1 | 2 |

(MUST SAY "YES" TO LOCAL TOLL OR LONG DISTANCE TO GO TO MAIN QUESTIONNAIRE)



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PIC FREEZE CONSUMER PERCEPTION RESEARCH

- CATI MAIN QUESTIONNAIRE -

CARD

1. When you originally agreed to sign-up for *(INSERT SERVICE(S) LISTED IN Q. C IN SCREENER)*, how did you do this? Did you ...? **(READ AND ROTATE – SELECT ONLY ONE)**
- ()
- 1 Respond to a telephone sales call from an MCI representative? **(CONTINUE)**
 - 2 Respond to something you received in the mail? **(SKIP TO Q4)**
 - 3 Call MCI directly for something else and agree then to add new services **(SKIP TO Q. 4)**
 - 4 or some other way **(SPECIFY:)** _____ **(SKIP TO Q4)**

IF "1" RESPONDED TO SALES CALL FROM MCI ASK Q 2 AND Q. 3. OTHERWISE SKIP TO Q: 5

2. Immediately after the sales call from MCI, you were either transferred or received another call from a separate company during which your decisions were verified. This is called **third party verification**. This verification is done by a company other than MCI to confirm your decision to add MCI services. Once you had spoken with the third party verification company, AT THAT TIME, did you believe your service was then switched to MCI?
- ()
- 1 Yes
 - 2 No
 - 3 Don't Know/Recall
 - 4 No Answer
3. At that time, did you believe you would have to take any more steps in order to switch your agreed upon service(s) to MCI?
- ()
- 1 Yes
 - 2 No
 - 3 Don't Know
 - 4 No Answer

THERE IS NO Q. 4 ON THIS SURVEY

(ASK EVERYONE)

5. Has MCI contacted you in the past week or so regarding the service(s) you were intending to sign up for?
- ()
- 1 Yes **(CONTINUE)**
 - 2 No **(SKIP TO Q.8b)**
 - 3 Don't know/No answer **(SKIP TO Q. 8b)**

6. Which of the following ways have you most recently been contacted? Did you receive **(READ AND ROTATE. ACCEPT AS MANY AS APPLY)**

| | <u>Yes</u> | <u>No</u> | <u>DK/NA</u> | |
|---------------------------------------------|------------|-----------|--------------|-----|
| A phone call where you spoke to an MCI rep? | 1 | 2 | 3 | () |
| Something in the mail from MCI? | 1 | 2 | 3 | () |
| A prerecorded message from MCI? | 1 | 2 | 3 | () |

7. What was the primary message in this recent contact from MCI? What were they telling you about your services? **(RECORD VERBATIM BELOW) (PROBE FULLY.)** What else?

- 8a. What, if anything, was surprising or confusing about the information shared in this contact? Please explain. **(RECORD VERBATIM BELOW) (PROBE FULLY)**

(ASK EVERYONE)

- 8b. To the best of your knowledge, has your **(READ FOR EACH SERVICE SWITCHED IN SCREENER Q. C)** now been successfully switched to MCI?

| | <u>Yes</u> | <u>No</u> | <u>Don't Know</u> | <u>No Answer</u> | |
|----------------------------------|------------|-----------|-------------------|------------------|-----|
| Local toll/regional toll service | 1 | 2 | 3 | 4 | () |
| Long distance service | 1 | 2 | 3 | 4 | () |

9. Are you familiar with a service provided by your local phone company called a preferred carrier freeze? It is also sometimes called a PIC freeze. **(INTERVIEWER: PRONOUNCIATION IS "PICK")**
()

- 1 Yes **(CONTINUE)**
2 No **(SKIP TO Q.11)**
3 Don't know/No Answer **(SKIP TO Q. 11)**

10. Please tell me what you know or understand about a preferred carrier or PIC freeze. **(RECORD VERBATIM BELOW) (PROBE FULLY)**

(IF YES TO Q. 9 ADD INTRO: "Just to be sure ...")

11. A preferred carrier or PIC freeze is a service provided by your local phone company. When you request this service, your local phone company puts an indicator on your file so that your local toll or long distance service cannot be switched until, for example, you contact your local phone company directly and ask them to remove the freeze. Now that I've described a PIC freeze, are you familiar with this service?
- ()
- 1 Yes **(CONTINUE WITH Q. 12)**
 - 2 No **(SKIP TO Q. 13)**
 - 3 Don't know/No Answer **(SKIP TO Q. 13)**
12. How did you first become familiar with this service? Did you...? **(READ ENTIRE LIST BEFORE ACCEPTING AN ANSWER. ACCEPT ONE ANSWER ONLY. REPEAT DESCRIPTION OF SERVICE FROM Q. 11 IF NECESSARY)**
- ()
- 1 Hear about this service through marketing efforts by your local phone company **(INTERVIEWER: READ IF NECESSARY: such as advertising, a telephone call, a bill message, or something else received in the mail?)**
 - 2 Hear about it through word of mouth?
 - 3 Read or hear about it in the news?
 - 4 You only recently found out when you tried to switch your services to MCI,
 - 5 Or some other way **(PLEASE SPECIFY)**
 - 6 **(DO NOT READ)** Don't know/No Answer
13. MCI records indicate that you had a PIC freeze on your account at the time you agreed to switch service(s) to MCI. AT THE TIME OF THE SWITCH did you know you had a PIC freeze on your account?
- ()
- 1 Yes **(SKIP TO Q.15)**
 - 2 No **(CONTINUE)**
 - 3 Don't Know **(CONTINUE)**
14. SINCE TRYING TO SWITCH, have you become aware of a PIC freeze on your account? This does not include anything you may have learned in this survey.
- ()
- 1 Yes
 - 2 No
 - 3 Don't Know/No answer
15. Which of the following best describes your situation. Would you say that AT THE TIME OF THE SWITCH you...? **(READ LIST. ACCEPT ONE RESPONSE.)**
- ()
- 1 Knew you had a freeze but had forgotten about it
 - 2 Knew you had a freeze but thought the sales and verification process included removal of the freeze
 - 3 Knew you had a freeze and that the freeze would prevent your switch to MCI
 - 4 Were completely unaware that you had a freeze
 - 5 Or something else **(SPECIFY:)** _____
 - 6 **(DO NOT READ)** Don't know/No Answer

ASK EVERYONE

16. Are you aware that having this PIC freeze on your account prevented an immediate switch to MCI?

()

1 Yes

2 No

3 Don't Know/No answer

There are four features of PIC Freeze service that I'd like to get your final awareness and opinion on.

The first PIC freeze feature is.... **(READ LIST Q17a/c - Q20 a/c. ROTATE ORDER of (b) PORTION).**

17(a) Having a PIC Freeze on your account prevents unauthorized service switches. Are you aware of this feature?

()

1 Yes **(CONTINUE)**

2 No **(SKIP TO Q. 17c)**

3 Don't Know/No Answer **(SKIP TO Q. 17c)**

17(b) Were you aware of this feature before agreeing to switch services to MCI or did you become aware of this after agreeing to switch services?

()

1 Aware before agreeing to switch to MCI

2 Became aware after agreeing to switch

3 **(DO NOT READ)** Don't Know/Not Sure

17(c) On a scale from 1 to 7 where 1 is not at all valuable to you as a consumer and 7 is extremely valuable, how valuable is this feature to you? You may use any number between 1 and 7.

Not At All
Valuable

1

2

3

4

5

6

Extremely
Valuable

7

Don't
Know

x

The next PIC freeze feature is ...

18(a) Long distance companies cannot apply or remove PIC freezes on behalf of you the customer. Are you aware of this feature?

()

1 Yes **(CONTINUE)**

2 No **(SKIP TO Q. 18c)**

3 Don't Know/No Answer **(SKIP TO Q. 18c)**

18(b) Were you aware of this feature before agreeing to switch services to MCI or did you become aware of this after agreeing to switch services?

()

1 Aware before agreeing to switch to MCI

2 Became aware after agreeing to switch

3 **(DO NOT READ)** Don't Know/Not Sure

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CATI MAIN QUESTIONNAIRE

- 18(c) On a scale from 1 to 7 where 1 is not at all valuable to you as a consumer and 7 is extremely valuable, how valuable is this feature to you? You may use any number between 1 and 7.

| | | | | | | | | |
|-----------------|---|---|---|---|---|---|-----------------|-------------|
| Not At All | | | | | | | Extremely | Don't |
| <u>Valuable</u> | | | | | | | <u>Valuable</u> | <u>Know</u> |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | x | |

The next PIC freeze feature is ...

- 19(a) In order to remove a PIC freeze you must contact your local phone company directly. Are you aware of this feature?
()
1 Yes (**CONTINUE**)
2 No (**SKIP TO Q. 19c**)
3 Don't Know/No Answer (**SKIP TO Q. 19c**)
- 19(b) Were you aware of this feature before agreeing to switch services to MCI or did you become aware of this after agreeing to switch services?
()
1 Aware before agreeing to switch to MCI
2 Became aware after agreeing to switch
3 (**DO NOT READ**) Don't Know/Not Sure
- 19(c) On a scale from 1 to 7 where 1 is not at all valuable to you as a consumer and 7 is extremely valuable, how valuable is this feature to you? You may use any number between 1 and 7.

| | | | | | | | | |
|-----------------|---|---|---|---|---|---|-----------------|-------------|
| Not At All | | | | | | | Extremely | Don't |
| <u>Valuable</u> | | | | | | | <u>Valuable</u> | <u>Know</u> |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | x | |

The next PIC freeze feature is

- 20(a) If you receive a sales call from MCI and agree to switch services during that call, you would still need to make a separate effort to contact your local phone company and remove the PIC freeze before your services could be switched. Are you aware that a PIC freeze cannot be removed during the course of a normal sales call?
()
1 Yes (**CONTINUE**)
2 No (**SKIP TO Q. 20c**)
3 Don't Know/No Answer (**SKIP TO Q. 20c**)
- 20(b) Were you aware of this feature before agreeing to switch services to MCI or did you become aware of this after agreeing to switch services?
()
1 Aware before agreeing to switch to MCI
2 Became aware after agreeing to switch
3 (**DO NOT READ**) Don't Know/Not Sure

- 20(c) On a scale from 1 to 7 where 1 is not at all valuable to you as a consumer and 7 is extremely valuable, how valuable is this feature to you? You may use any number between 1 and 7.

| <u>Not At All</u> <u>Valuable</u> | | | | | | | <u>Extremely</u> <u>Valuable</u> | <u>Don't</u> <u>Know</u> |
|--------------------------------------|---|---|---|---|---|---|-------------------------------------|-----------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | x | |

21. How would you rate the current process for PIC freeze removal where you must call your local carrier yourself to remove the freeze? Please use a scale from 1 to 7 where 1 is not at all acceptable and 7 is extremely acceptable?

| <u>Not At All</u> <u>Acceptable</u> | | | | | | | <u>Extremely</u> <u>Acceptable</u> | <u>Don't</u> <u>Know</u> |
|----------------------------------------|---|---|---|---|---|---|---------------------------------------|-----------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | x | |

(IF RATE 1-3 IN Q.21, ASK:)

22. What about the process is unacceptable?

(IF "1" IN Q.1, RESPONDED TO SALES CALL FROM MCI, ASK Q.23, ELSE, SKIP TO Q. 26)

23. In the future, the PIC freeze removal process could use new technology so that you could request PIC freeze removal during your third party verification call. On that call, the third party company would verify your service choices and would then ask for your authorization to remove the PIC freeze. How acceptable would this process be to you? Please use a scale from 1 to 7 where 1 is not at all acceptable and 7 is extremely acceptable.

| <u>Not At All</u> <u>Acceptable</u> | | | | | | | <u>Extremely</u> <u>Acceptable</u> | <u>Don't</u> <u>Know</u> |
|----------------------------------------|---|---|---|---|---|---|---------------------------------------|-----------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | x | |

(IF RATE 1-3 IN Q.23, ASK:)

24. What about the process is unacceptable?

25. Would the process I just described be much better, somewhat better, about the same, somewhat worse or much worse than the way it works today?

()

5 Much better than current

4 Somewhat better than current

PIC FREEZE CONSUMER PERCEPTION RESEARCH - 7 -
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- 3 About the same as current
- 2 Somewhat worse than current
- 1 Much worse than current
- X **(DO NOT READ)** Don't Know/No Answer

PIC FREEZE CONSUMER PERCEPTION RESEARCH - 8 -
CATI MAIN QUESTIONNAIRE

(ASK EVERYONE)

26. Since your original decision to switch services to MCI, has your local phone company contacted you in order to get you to switch your services back to them?

()

1 Yes **(ASK Q. 27)**2 No **(SKIP TO Q.28)**3 Don't Know/Not Sure **(SKIP TO Q.28)**

27. In this contact, did they...(READ LIST.) **(RECORD ALL "YES" RESPONSES.)**

| | <u>Yes</u> | <u>No</u> | <u>DK</u> | |
|--------------------------------------------------------|------------|-----------|-----------|-----|
| Already know which services you switched | 1 | 2 | 3 | () |
| Ask you to tell them which services you switched | 1 | 2 | 3 | () |
| Already know which carrier you had switched to? | 1 | 2 | 3 | () |
| Ask you if you had authorized the switch? | 1 | 2 | 3 | () |

And now, just a few questions for classification purposes only.

28. What is your age? **(RECORD ACTUAL AGE)**

()

Age: _____

y Refused

29. Approximately what is your annual household income before taxes? Please tell me when I get to the right category. **(READ LIST. RECORD BELOW.)**

()

1 Less than \$25,000

2 \$25,000 - \$49,999

3 \$50,000 - \$74,999

4 \$75,000 - \$99,999

5 \$100,000 or more

x Don't know

y Refused

30. What the last grade of school you completed? **(DO NOT READ LIST.)**

()

1 Some high school or less

2 Completed high school

3 Technical/trade school

4 Some college

5 Graduated 4 year college

6 Graduate degree

7 Refused

31. And finally, do you consider yourself to be...? **(READ LIST) RECORD ONE ANSWER)**

()

1 White

2 African American or Black

3 Asian

4 Hispanic

5 Native American

6 Or some other race **(SPECIFY)**

X Refused

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RECORD GENDER. DO NOT ASK RESPONDENT

()

1 Male 2 Female